

TRADE



MARK

**LONGMAN
AND
MARTINEZ**

**PURE
PAINTS**



BEST BY TEST

LEAD



ZINC

SEMI - PASTE PAINT

**MAKE YOUR PAINT WITH
" L. & M." SEMI-PASTE PAINT**

AND LINSEED OIL

**in proportion of three gallons
linseed oil to four gallons**

"L. & M." Semi-Paste Paint

thereby making seven gallons best durable paint at about \$1.00 gallon less cost than any other high grade paint you can buy.

PROOF — Figure cost of oil and paint and divide sum by seven.

MIXING PAINT

(1) Shake package thoroughly. (2) Cut out entire top of package. (3) Pour off into another can two-thirds of vehicle which may have raised above pigment. (4) Stir remainder of paint thoroughly with a strong flat paddle, stirring to bring up to surface all of paint pigment; and continue stirring until all is smooth and of uniform consistency. (5) Then return surplus vehicle a little at a time until all has been added, stirring constantly. (6) Then **BOX** paint, which means that you pour paint back and forth from one package to another at least 8 to 12 times, each time leaving a quantity-about one-fourth-of the paint in the package which you are emptying.

NOTE:—A variety of tints, or shades, may be quickly made by adding any positive color to the white, to produce those pleasingly decorative tints or shades in endless variety for exterior or interior painting.

Sold By

"BEST BY TEST"
DECAY INSURANCE
SINCE 1877

MAKE YOUR OWN PAINT

WITH "L & M" PAINT AND LINSEED OIL

This Way



They are simply adding Linseed Oil to L & M Semi-Paste Paint Quickly done. Saves you money

"L & M" is the unexcelled, extremely durable, least year cost lead and zinc paint.

Linseed oil added to "L & M" makes cost when ready to use less by gallon than other high grade paints,

LONGMAN & MARTINEZ, Paint Makers, N. Y.

PROPERTY INSURANCE
AGAINST DECAY
SINCE 1877



38
Virginia
Mode



10
Gray



4 S
Straw



69
Steel
Gray



16
Golden
Olive

No. 2 Black

"Save the surface and
you save all" *Paint & Varnish*



35
Colonial
Yellow



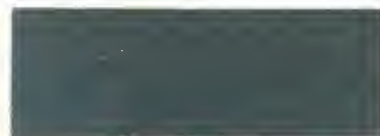
30
Quaker
Drab



2039
Special
Dk. Brown



49
Dk. Bottle
Green
✱



62
Sky Blue

✱ Higher in Price



Longma



70
Cream



83
Light
Drab



60
Fawn



33
Apple
Green



78
Newport
Tan

* No. 50 Outside Wh



P
Distrib

Paints



40
Lily
Green



72
Granite



73
Light
Sage



79
Orient
Green
*



34
Seal
Brown

No. 80 Inside White

ty
Penn.

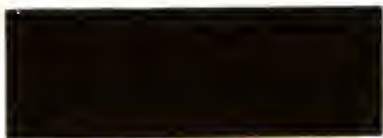
Save the sun
you save all



35
Colonial
Yellow



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Quaker
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Green
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Penn.

Save the sun
you save all

LEAD ZINC

SEMI - PASTE PAINT

MAKE YOUR PAINT WITH "L & M" SEMI-PASTE PAINT AND LINSEED OIL

in proportion of three gallons linseed oil to four gallons "L & M" Semi-Paste Paint thereby making seven gallons best durable paint at about \$ 1.00 gallon less cost than any other high grade paint you can buy.

PROOF- Figure cost of oil and paint and divide sum by seven.

"L&M PAINTS," semi-paste, are highest grade; made especially for proper painting of property, to beautify and protect from wear and decay.

"L&M PAINTS" may be used on exterior as well as interior of houses, buildings, barns, fences, or in fact, wherever a paint of high quality is required.

"L&M PAINT" is made in our modern paint making plant, fitted with latest especially constructed paint machinery, consisting of labor saving, powerful grinding and mixing machines, which grind thousands of pounds daily.

"L&M PAINT" is made from finest selected materials, most costly chemically pure and natural imported colors, which are of greatest possible strength. A paint thus made is clearer in tone, and more lasting than one made from ordinary material.

"L&M PAINT" and paint specialties are made under supervision of paint chemists, and paint makers, who produce for your consumption not only a product best adapted for decorative effect, but for preservative qualities needful for exacting requirements.

"L&M PAINT" protects property. Fire insurance is no more important than use of paint; which is insurance against decay. You know buildings may never burn, but do you know that unless they are constantly protected, they will decay? Decay is slow burning, and "L&M" is insurance against decay, certainly just as essential as insurance against fire. "L&M PAINT," which prevents decay, saves you costly repair bills. Repair bills for material, lumber and labor will be much more than cost of paint; a paying investment and not an expense.

HAND MADE PAINT cannot compare with modern machine made. Machine method may be readily understood when you con-

sider that paint made in a paint factory is compounded in accordance with accurate formula. The proper amount of dry powdered pigment and oil are weighed and thoroughly mixed so as to saturate the entire mass to make a smooth blend of the product.

When machine mixing has been completed, this mass of paint is slowly fed into the eye of a powerful grinding mill, consisting of a specially constructed iron frame, supporting two large, heavy grinding mill stones, 40 in. wide by 10 in. high, weighing over 500 pounds each. The upper mill stone revolves on the lower which is fixed stationary in the frame, thus thoroughly crushing and grinding the paint and making a uniform butter fine product, on account of each particle of the color being incorporated with the oil. When this process has been completed the paint is again ground and from this grinding mill run into large cylindrical power-driven mixing tanks, holding hundreds of gallons. The paint is then reduced to desired consistency, thoroughly mixed and run into pails and cans for use of the consumer.

MACHINE MADE PAINT manufacture is the perfect paint making method, modern labor saving method, and is preferred to paddled paint, just as you prefer buying mill made cloth (of which your clothes are made) as compared to costly hand made product. There is no reason why you should make or use paddled paint, than that you should make home spun cloth, hand made dress goods, hand made linen and the thousand and one articles you use or wear, which you know are better made in the factory, and at much less cost to you.

"L&M PAINTS" are made for the consumer as well as for practical painters, those who desire perfect paint and appreciate value.

"L&M PAINTS" are made so that you can prepare and make them ready for use by addition of pure raw linseed oil (which should be bought fresh from oil barrel) and not in a sealed can with paint label thereon. Did it ever occur to you that when you buy a thin liquid paint, three-fourths is presumably pure linseed oil, for which you are paying the price for paint? You do not do that with the "L&M," it is a semi-paste and you add from three-fourths to one gallon (depending on the shade used) of pure raw linseed oil, to each gallon of "L&M." By so doing you pay proper price for paint and proper price for oil.

QUANTITY OF OIL to be added to "L&M" will depend on shade and condition of surface to be covered. To obtain same kind of work as done with other paints, mix one-half or three-fourths gallons oil to one gallon "L&M." Pure raw linseed oil should be used for exterior work. For interior work where a partial flat surface is desired

use turpentine. For gloss finish add pure raw linseed oil, and small amount of pale interior varnish.

TWO-COAT WORK mix one-half gallon pure raw linseed oil to one gallon of "L&M" for first coat, and second coat three-fourths gallons oil to gallon of "L&M."

THREE-COAT WORK. Mix first and third coat in proportion of about one gallon oil to one gallon "L&M," the second coat about one-half gallon oil to one gallon "L&M." The thinning for two and three-coat work to be done in accordance with condition of surface to be covered and shade of paint used. Average cost of paint thus made is reduced to minimum price per gallon, and by so mixing you are assured that none but best of pure raw linseed oil is used.

ESTIMATING PAINT REQUIREMENTS.

Measure length, width and height of building. Add together total number of feet of the two sides and two ends of building, by so doing this will give you total length of surface to be painted. Then multiply this result by height of building in feet, which gives you number of square feet of surface (increase this amount one-sixth to allow for painting edges of clapboards, gable ends, etc.) As one gallon of "L&M" when made ready for use will cover 300 (and over) square feet two coats, according to condition of surface and shade used, you then divide the number of square feet by 300 and that will give to you approximate number of ready for use gallons required. For the trimming coat add about one-sixth of this quantity, and be sure to allow ample for porch ceilings, floors and roofs, the quantity to be ascertained by similar method of calculating. For interior room painting allow about one-quarter to one-half gallon for average sized room.

Example: Building width, front...	25 feet
Building width, rear....	25 feet
Depth one side.....	30 feet
Depth other side.....	30 feet

Total of	110 feet
Multiply by height....	22 feet

Total square feet..2400

You will then divide the total of 2400 square feet by 300 which gives to you the quantity 8 gallons of "L&M" for painting the building, two coats, or approximately 5 gallons "L&M" semi-paste, to three gallons pure linseed oil, with needful dryer to be added.

It is probable that you may not require even this quantity, provided that surface to be painted is in good condition for painting, and that shade selected be one of the opaque covering shades. You can readily figure how cheaply you can buy "L&M PAINT" by adding cost of paint and oil, pure raw linseed oil from barrel and not in sealed can with paint label thereon.

SUGGESTIONS. By observing the following good results will be obtained. SURFACE to be painted must be perfectly clean and dry if painting is to be done over surface previously painted, burn and scrape off with wire brushes all of the old paint that may be peeling, cracking or scaling. If not properly done fresh coat of paint will not adhere to surface.

DAMPNESS on surface to be painted is frequently the cause of paint scaling, cracking and blistering. New plastered walls should be bone dry prior to applying paint to exterior of buildings. Do not paint after heavy dew, fog or rain, or during frosty weather.

Avoid painting over glossy surface, else the paint will crawl. Use pure raw linseed oil, not boiled oil, which will not dry thoroughly or present as good surface for repainting.

LUMBER. Avoid use of pitchy or green lumber. Paint will scale from such surface. Shellac knots and pitchy places to prevent sap from striking through the paint.

PRIMING. The priming or foundation coat should be of the best to obtain satisfactory results. Ochre must not be used for priming coats, use "L&M." Cracks and crevices to be puttied up with pure linseed oil putty after prime coat.

PAINTING COATS. For best results over new wood apply two coats of paint over priming coat of "L&M." For old work apply two coats over surface which has been properly prepared for repainting. Be sure to brush out well all coats of paint. If paint is applied too thick it will crack or peel off surface. It is most important that you allow plenty of time for proper drying between coats. A practical painter should be employed whenever it is possible.

MIXING PAINT. Important—1. Shake package thoroughly. 2. Cut out entire top. 3. Pour off into another vessel two-thirds of the vehicle which may have raised above pigment. 4. Stir remaining paint most thoroughly with suitable and strong flat paddle, so as to bring up to the surface all of paint pigment. Continue stirring until all is smooth and of uniform consistency. 5. Return surplus vehicle a little at a time until all has been added; stirring constantly. 6. Then "BOX" the paint, which means that you pour the paint back and forth from one package to another at least 8 to 12 times.

NOTE:—A variety of tints or shades, may be quickly made by adding any positive color to the white, to produce those pleasingly decorative tints or shades in endless variety for exterior or interior painting.

4-2-1924.



LOOK FORWARD

You do not save if you economize when buying paint. Your purchase is 20%, or one fifth total cost of job, 80% remaining four fifths labor cost and profit.

WHY USE CHEAP PAINTS?

It costs you just as much to paint with cheap paints. Use "L & M" high grade paints that will be better in appearance and wear years longer than cheap jobs. If you economize in paint buying added repainting expense is surely incurred.







TRADE MARK

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PRESERVATION
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INTERNATIONAL**

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